

## Message Text

UNCLASSIFIED

PAGE 01    SAO PA 01322 241457Z  
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 PASS-00 /018 W  
-----242130Z 022545 /72

R 241445Z MAY 77  
FM AMCONSUL SAO PAULO  
TO SECSTATE WASHDC 7736

UNCLAS SAO PAULO 1322

TO: MR. LOREN E. BYERS  
UPJOHN CO.  
KALAMAZOO, MICHIGAN 49001  
TELEX: 224488

E.O. 11652: N/A  
TAGS: BPRO  
SUBJECT: TRADE INQUIRY

REQUESTED LISTED BELOW ARE MAJOR PUBLIC RELATIONS FIRMS IN  
SAO PAULO:

DPZ - DUALIBI, PEIT, ZARAGOZA PROPAGANDA S.A. (ADVERSITING)  
AV. CIDADE JARDIM 280  
01453 SAO PAULO, SP

GRANT PUBLICIDADE LTDA.  
RUA REGO FREITAS 551 - 5 ANDAR, SALA 52  
01220 SAO PAULO. SP

J. WALTER THOMPSON PUBLICIDADE LTDA.  
RUA BOA VISTA 51 4 ANDAR  
01014 SAO PAULO, SP  
(ADVERSITING, MARKET RESEARCH, PUBLIC RELATIONS, SALES  
PROMOTION)

LEO BURNETT PUBLICIDADE LTDA.  
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PAGE 02    SAO PA 01322 241457Z

RUA BARONESA DE ITU 605  
01331 SAO PAULO, SP  
(ADVERSITING AGENCY)

MCCANN-ERICKSON PUBLICIDADE LTDA.  
RUA 7 DE ABRIL 230 5 ANDAR  
01044 SAO PAULO, SP

NORTON PUBLICIDADE S.A.  
RUA GENERAL JARDIM 482  
01223 SAO PAULO, SP

S.J. DE MELLO PUBLICIDADE S/C LTDA.  
AVENIDA EUROPA 352  
01449 SAO PAULO, SP

STANDARD, OGILVY & MATHER S.A.  
ALAMEDA JOAQUIM EUGENIO DE LIMA 616  
01403 SAO PAULO, SP  
(ADVERSITING AGENCY)  
CHAPIN

NOTE BY OC/T: PASSED ABOVE ADDRESSE.

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 24-May-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977SAOPA01322  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770185-0502  
**Format:** TEL  
**From:** SAO PAULO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770523/aaaaatwz.tel  
**Line Count:** 78  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 8353d18a-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 30-Mar-2005 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2389705  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TRADE INQUIRY REQUESTED LISTED BELOW ARE MAJOR PUBLIC RELATIONS FIRMS IN SAO PAULO  
**TAGS:** BPRO  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/8353d18a-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009